

UNITED STATES SPECIAL OPERATIONS COMMAND  
OFFICE OF THE COMMANDER IN CHIEF  
7701 TAMPA POINT BOULEVARD  
MACDILL AIR FORCE BASE, FLORIDA 33621-5323

We would like to take this opportunity to encourage your participation in the events of Special Operations Forces (SOF) Week and the Advance Planning Briefing to Industry (APBI). The combination of these two events has proven to be most advantageous to both industry and the entire command.

Fostering government-to-industry relationships is the cornerstone to a strong acquisition process. SOF WEEK 2001 will provide your company advance acquisition information and a venue for continuing the excellent dialogue we have already established. We personally encourage the leadership of SOF to interface with industry during the Tampa Art Museum Social, SOF Mess Night and golf tournaments, and to frequent the exhibition halls.

We encourage you to join us and participate in as many events as your schedule permits.



Charles R. Holland  
General, U.S. Air Force  
Commander in Chief

## DoD STANDARDS CLEARANCE

- ❖ The Assistant Secretary of Defense (Public Affairs) finds Advance Planning Briefing to Industry Events meet the standards for participation by DoD personnel under DoD Instruction 5410.20 and DoD Standards of Conduct Directive 5500.7. This finding does not constitute DoD endorsement of attendance, which may be determined by each DoD component.

## Briefing Objectives KEY BENEFITS

- ❖ Provide attendees with an understanding of the Command's technological objectives and opportunities.
- ❖ Present the Command's defense needs which are incorporated into the DoD's budget requests for current and future fiscal years.
- ❖ Identify material and support needs of the Command, which will emerge as invitations for bid and requests for proposals.

## Who SHOULD ATTEND

- ❖ Traditional suppliers as well as potential suppliers will benefit from the briefings
- ❖ CEO's, business development managers and marketing personnel desiring information and business opportunities with the Command should attend.
- ❖ Scientific and engineering specialists as well as program managers will find the material useful.

## Attendance REQUIREMENTS

- ❖ To attend you must be a United States Citizen or as a foreign visitor, have received proper clearance through your embassy and be approved by Headquarters, United States Special Operations Command.

## Table of CONTENTS

Letter of Welcome	1
DOD Standards Clearance	1
Briefing Objectives	1
Who Should Attend	1
Attendance Requirements	1
Proposed Agenda APBI	2
SOF Mess Information	3
Strategic Overview	4
How To Register For CEO Conference	4
CEO Conference Agenda	4
City Map	5
Hotel Information	5
Golf Tournaments Information	6
Golf Tournaments Registration Form	7
Registration Information	8-9
Attendee Registration Hours	8
Exhibitor Registration Hours	8
Registration Instructions	9
Cancellation Information	9
Message Center	9
Smoking Policy	9
Dress Requirements	9
APBI Conference Menu of Fees	10
Registration Form	11
Schedule at a Glance	12

## Proposed AGENDA APBI

### 6 JUNE 01

CEO Briefings  
(CLASSIFIED)

1330 - 1530

Classified Sessions,  
Acquisition Overview,  
Vignettes Real World,  
CINC's Perspective & Questions

### 7 JUNE 01

Registration Opens

0700 - 0800

Coffee and Danish Served in  
Ballroom B1

Administrative Remarks

0800 - 0805

Master of Ceremony  
Mr. Jim Cluck

Welcome/Overview

0805 - 0835

Acquisition Executive  
Mr. Harry E. Schulte

Doing Business with  
USSOCOM/Foreign Disclosure

0835 - 0855

Technical Industrial Liaison Officer  
Mr. R. Scott Bowles

SOF Munitions & Equipment  
Special Programs

0855 - 0945

Program Executive Officer  
Captain Walt Pullar

Break

0945 - 1005

Coffee and Danish  
Exhibit Hall

Technology Programs  
and SOTOS

1005 - 1055

Advanced Technology Director  
Mr. Frank Wattenbarger

Maritime & Rotary Wing  
Programs

1055 - 1200

Captain John Kamen  
Program Executive Officer  
Commander Rich Loth  
Program Manager, Combatant Craft  
Lieutenant Colonel Daniel G. Wolfe  
Tech. Applications Prog. Office

Lunch (Guest Speaker)

1200 - 1300

Ballrooms C & D  
Guest Speaker

Small Business Programs

1300 - 1350

SOAL-KB  
Karen Pera

Intelligence &  
Information Systems

1350 - 1425

Program Executive Officer  
Mr. Ed Miller

Break

1425 - 1445

Soft Drinks & Cookies  
Exhibit Hall

Foreign Comparative Testing

1445 - 1505

LTC(P) Tom Spellissy

Fixed Wing Aviation

1505 - 1540

Program Executive Officer  
Colonel Stan Shinkle

HQ & Components  
Procurements

1540 - 1610

Procurement Director  
Colonel Gary Dilk

Discussion Panel

1610 - 1640

AE/Program Executive Officers  
Panel, Questions & Answers

## Mess Night SPECIAL OPERATIONS FORCES

A Mess Night provides an occasion for officers and guests of a military organization to meet socially at a formal military function. Long ago, these events were found to be essential in maintaining command cohesiveness and professional esprit de corps. While America adopted most of her Mess traditions from the British Army and Navy, the origins of this event began far in antiquity. During ancient times, Roman legions feasted to celebrate victories. Traditions evolved and were nurtured through many centuries and across many lands by knights, monks, soldiers and sailors.

The United States Special Operations Forces (SOF) Mess Night began as an effort to create and maintain camaraderie and cohesiveness among the various staffs and agencies in the Washington DC area. With the development of USSOCOM, the annual SOF Mess Night has evolved into a truly global event, attracting members from around the world.

During this special evening, a few extraordinary people are honored, true quiet professionals whose achievements embody the core values of America's Special Operations Forces: Integrity, courage, competence and creativity. SOF Mess Night is open to all paid attendees of the conferences held during SOF Week, all SOCOM personnel, and invited guests. **AND FOR THE FIRST TIME, SPOUSES OF ELIGIBLE ATTENDEES ARE INVITED TO THIS YEAR'S SOF MESS NIGHT.** The appropriate attire for SOF Mess Night for military personnel is military mess dress, and for civilians, formal wear.

## Dress Code INFORMATION

This Conference requires that personnel/attendees be dressed in the appropriate Military Uniform or Business Attire with the following exceptions:

### Appropriate Attire for SOF Mess Night:

Army-Blue Mess  
Marine Corps-Mess Dress  
Navy-Dinner Dress White Jacket  
Air Force-Mess Dress  
Civilian Personnel-Black Tie

## Strategic OVERVIEW INFORMATION

In order to apprise corporate leaders on the strategic significance of the roles and missions of Special Operations Forces the command has set up a special briefing for Corporate Executive Officers, Chief Operating Officers, Divisional Presidents of multi layered corporations, and company Presidents. The presentations will be classified **Secret**. Attendance is encouraged for those senior level corporate leaders wishing to know of the significant role of Special Operations Command. The Acquisition Executive will approve each request to attend this session. Registration for this special session is described below.

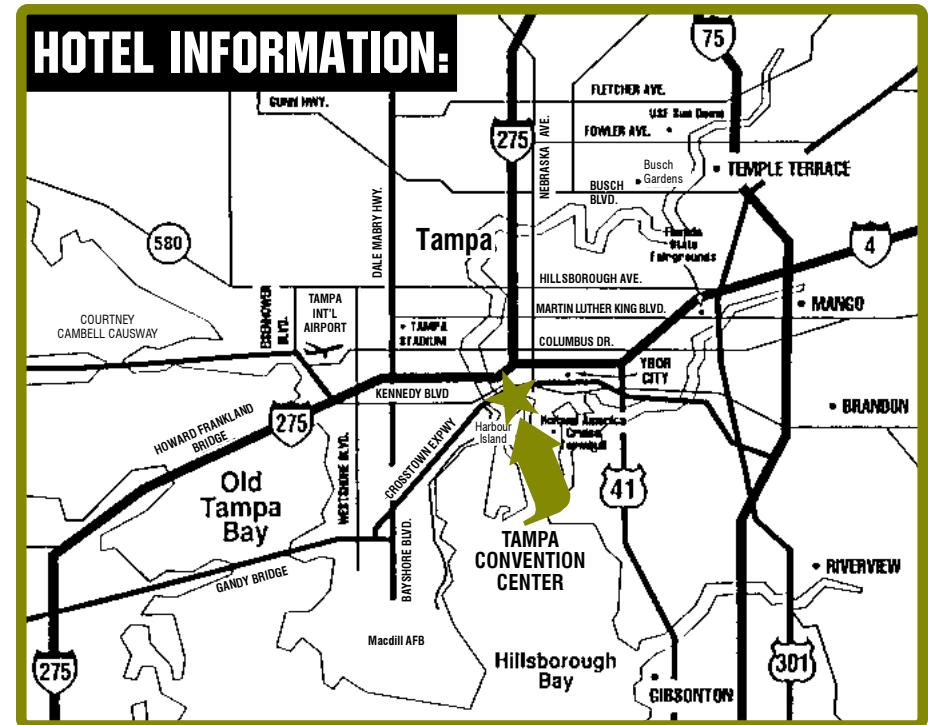
## How to Register CEO CONFERENCE

This classified session is designed for Corporate Executives and Company Presidents. There will be no charge to attend these presentations but we need you to pre-register to facilitate processing your clearances and insuring we have proper seating arrangements. Please E-mail your request to attend the conference to Mr. Scott Bowles at [bowlesr@socom.mil](mailto:bowlesr@socom.mil) and include full name, company name, and title of the individual wishing to attend. Fax your clearance request to (813) 828-9488 and cite the purpose of the visit as SOF WEEK CEO BRIEFS.

## CEO BRIEFING AGENDA

6 June 2001

1300 - 1330	Welcome Remarks
1330 - 1445	Vignettes from Field
1445 - 1500	Break
1500 - 1530	CINC Remarks



Two downtown Tampa Hotels will be offering special rates to SOF Week and APBI Conference Attendees. They are:



**The Hyatt Regency Tampa  
at Tampa City Center**  
Two Tampa City Center  
Tampa, FL 33602  
(813) 225-1234

Active Duty Government Rates:\*

Single/Double	\$89.00
Triple/Quad	\$114.00

Conference Rates:

Single/Double	\$124.00
Triple/Quad	\$144.00



**The Radisson Riverwalk**  
200 North Ashley Drive  
Tampa, FL 33602  
(813) 223-2222

Active Duty Government Rates:\*

Single/Double	\$89.00
Triple/Quad	\$99.00

Conference Rates:

Single/Double	\$109.00
Triple/Quad	\$119.00

Each of these hotels are within walking distance to the Tampa Convention Center.  
\*Each is offering a Government Rate to active duty government I.D. card holders.

## SOF Week Golf Tournaments

- 5 June - **SOF Retired Senior Leaders**
  - Bay Palm's South Course
- 6 June - **APBI**
  - Bay Palm's South Course
  - POC Mr. Randy Fields, SOAL-L or Mr. Joe Daum, SOAL-K  
(813) 828-4322 & 6837
- Tee Offs:
  - June 5, 12:45-5:00
  - June 6, 8:00-12:30
- Four person scramble
- Captain's Choice
- Spike Less Golf Course

## COST AND REGISTRATION

- E1-E4/GS1-4 ..... \$26
- E5-O3/GS 5-9/WO 1-3 ..... \$31
- O4- UP/GS -10 UP & W04/5... \$35
- Guests ..... \$45
- Members ..... \$20

- Sign up via registration form
- Payment by check or credit card

## PRIZES

- Top 3 and last place team
- Longest Drive
- Straightest Drive
- Closest to the pin
- Longest Putt Made
- Mulligans—2 per person and drink coupon \$5.00

## SOF Week Golf Tournaments

There are two golf tournaments scheduled during SOF WEEK and Advance Planning Briefing to Industry (APBI). The SOF Retired Senior Leaders Tournament will be held on Tues, 5 June 2001, tee time 12:45 at Bay Palms' South Course. The Annual APBI Tournament will be held on Wed, 6 June 2001, tee time 0800 at Bay Palm's South Course. Both tournaments are four person scramble, Captain's Choice. Costs include green fees, cart, registration gift, free drink and prizes. If you want to participate in one or both tournaments, please complete and return the registration form below.

*Hole sponsorships are available on first come, first serve basis. Costs are \$100.00 per hole. See below for more information.*

Registration Form for SOF Week Golf Tournament(s)

Name: \_\_\_\_\_ Rank: \_\_\_\_\_

Organization/Firm: \_\_\_\_\_

Telephone: (\_\_\_\_\_) - \_\_\_\_\_

A. I will play in (circle your choice(s))			Senior Leaders	APBI
B. Cost				
E-1	THRU	E-4	\$26.00	\$26.00
GS-1	THRU	GS-4		
E-5	THRU	O-3	\$31.00	\$31.00
GS-5	THRU	GS-9		
WO-1	THRU	WO-3		
O-4	AND UP		\$35.00	\$35.00
GS-10	AND UP			
WO-4				
Civilian Guest			\$45.00	\$45.00

**NOTE:** *Military Retirees can pay at their retired rank.*

\_\_\_ I have included a check for \$ \_\_\_\_\_

\_\_\_ Please bill my credit card. Card Number: \_\_\_\_\_  
                                   \_\_\_ Master Card    \_\_\_ Visa    \_\_\_ American Express

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

C. Please include the names of people you will/desire to play in your foursome:

a. \_\_\_\_\_ b. \_\_\_\_\_  
 c. \_\_\_\_\_ d. \_\_\_\_\_

**HOLE SPONSORSHIP:** \$100.00 per hole / per day.

\_\_\_ My business/firm will sponsor a hole. (check)

**NAME OF SPONSOR FOR SIGN:** \_\_\_\_\_

Please enclose payment with application.

You may include hole sponsorship with your golf registration by adding the amount to your golf fees.

## Registration INFORMATION

### ❖ FOR CONFERENCE ATTENDEES

Registration Hours

Tampa Convention Center Rooms 11-12

Monday, June 4 ----- 7:00 a.m. - 5:00 p.m.

Tuesday, June 5 ----- 7:00 a.m. - 5:00 p.m.

Wednesday, June 6 ----- 7:00 a.m. - 9:00 p.m.

Thursday, June 7 ----- 7:00 a.m. - 5:00 p.m.

### ❖ FOR EXHIBITORS

Registration Hours

Tampa Convention Center, West Hall

Monday, June 4 ----- Closed

Tuesday, June 5 ----- 10:00 a.m. - 5:00 p.m.

Wednesday, June 6 ----- 10:00 a.m. - 5:00 p.m.

Three Easy Ways To Register:

#### BY MAIL

Meeting Matters Plus, Inc./The S'Land Group  
9813 Ginger Drive  
Riverview, Florida 33569

#### BY FAX

(813) 671-9324 or (662) 434-8530  
Open 24 Hours

#### BY E-MAIL

PLordMMPI@aol.com  
mmpi@cableone.net

## Registration INFORMATION CONTINUED

### ❖ INSTRUCTIONS:

1. Complete all portions of the registration form and mail to:  
Meeting Matters Plus, Inc., 9813 Ginger Drive, Riverview, FL 33569.  
A check payable to Meeting Matters Plus or credit card authorization for registration fees MUST be received with form to be registered.
2. PRINT OR TYPE ALL INFORMATION. Your name and organization/company will appear EXACTLY as you have indicated on the registration form.
3. Please make copies for your files.
4. Use the 24-hour FAX (813) 671-9324 or (662) 434-8530 to register with credit card information, or sign up on the web, [www.meetingmattersplus.net](http://www.meetingmattersplus.net).  
If using FAX or E-MAIL, please DO NOT MAIL the original form.

### ❖ CANCELLATION INFORMATION

Registrants who are unable to attend MUST NOTIFY Meeting Matters Plus, Inc. by May 18, 2001 to receive a refund minus a penalty/cancellation fee. A \$50.00 penalty/cancellation fee will be applied to cancellations received prior to May 18, 2001. After May 18, 2001 there will be NO refunds made for cancellations. Substitutions will be accepted at all times.

### ❖ MESSAGE CENTER

The registration area will feature a message board for incoming messages. Please be advised that registration personnel are NOT able to page attendees. ONLY in the case of an actual emergency will attendees be located to receive a call. Potential callers should be encouraged to call the hotel where you are housed rather than the registration desk. Messages received will be posted on a Message Board provided in the registration area. It is your responsibility to look for posted messages.

### ❖ SMOKING POLICY

Smoking will not be permitted in the conference meeting rooms, ballrooms or exhibits area. Please be considerate of other attendees by observing this rule. Thank you!

### ❖ DRESS REQUIREMENTS

This Conference requires that personnel/attendees be dressed in the appropriate Military Uniform or Business Attire with the following exceptions:

#### Appropriate Attire for Tuesday Evening Reception:

All Attendees - Casual, Open Collar/Slacks  
(no shorts, T-shirts, or sandals)

## Menu of Fees

### ADVANCED PLANNING BRIEFING TO INDUSTRY CONFERENCE

	Early Fees (Prior to 5/18)	Late Fees (After 5/18)
	Package/Price	Package/Price
Advanced Planning Briefing To Industry Conference Only (Includes: APBI Conference, Breaks and Luncheon)	A \$275.	J \$300.
Advanced Planning Briefing To Industry with Art Museum Reception (Includes: APBI Conference, Breaks, Luncheon and Art Museum Reception)	B \$305	K \$340.
Advanced Planning Briefing To Industry with SOF Mess Night (Includes: APBI Conference, Breaks, Luncheon and SOF Mess Night)	C \$330.	L \$365.
Advanced Planning Briefing To Industry with Art Museum Reception and SOF Mess Night (Includes: APBI Conference, Breaks, Luncheon, Art Museum Reception and SOF Mess Night)	D \$360.	M \$405.
Tampa Museum of Fine Art Reception Only (Spouse Ticket)	E \$ 30.	N \$ 40.
SOF Mess Night Only	Civilian: F \$ 55. Civilian Spouses: F \$ 55. Gov./DoD Personnel: G \$ 45.	O \$ 65. O \$ 65. P \$ 55.
Advance Planning Briefing To Industry Luncheon Only	H \$ 25.	Q \$ 30.
APBI Briefs Only (available for order) Note: You will receive a copy if you are registered for the conference.	I \$ 25.	

## Registration FORM

Please print with dark ink

Name (as you wish it to appear on badge):

Rank (if applicable):

Retired:

☐ Yes ☐ No

Social Security # (Military Only)

Company/Organization/Command:

Address:



City

State

Zip+4

Daytime Phone #:

Facsimile #:

E-Mail Address:

Credit Card Information:

Check one ONLY: ☐ Visa ☐ Master Card ☐ American Express

Name As It Appears on Card:

Card Number:

Expiration Date:

Indicate Package(s) Purchased \_\_\_\_\_ Indicate amount charged \$ \_\_\_\_\_

**NOTE: Charges will appear on your monthly bill as The S'land Group.**

By My Signature, I Authorize Meeting Matters Plus, Inc. to process charges for the above checked off conference activities:

Authorized signature

☐ Check/Money Order ☐ Purchase Order Indicate P.O. Number \_\_\_\_\_

Indicate Package(s) \_\_\_\_\_ Indicate amount enclosed \$ \_\_\_\_\_

(Make checks payable to: Meeting Matters Plus, Inc.)

Mail to: Meeting Matters Plus, Inc./ The S'Land Group  
9813 Ginger Drive.  
Riverview FL 33569

# Schedule

## AT A GLANCE

### SOF WEEK AND APBI CONFERENCE

#### Monday, June 4, 2001

Conference Registration Opens .....	7:00 a.m. - 5:00 p.m.
Command Master Chiefs (CMC) Conference Begins .....	8:00 a.m. - 5:00 p.m.
Exhibitor Registration Opens .....	6:00 p.m. - 8:00 p.m.
Exhibitor Set-Up Begins .....	6:00 p.m. - 8:00 p.m.

#### Tuesday, June 5, 2001

Conference Registration Open .....	7:00 a.m. - 5:00 p.m.
Exhibitor Registration Open .....	7:00 a.m. - 5:00 p.m.
Exhibitor Set Up Continues .....	7:00 a.m. - 5:00 p.m.
Command Master Chiefs (CMC) Conference Continued ....	8:00 a.m. - 5:00 p.m.
Special Operations Forces Retired Senior Leaders Conference Begins .....	8:00 a.m. - 11:00 a.m.
❖ Golf Tournament, Bay Palms Golf Course .....	12:45 p.m. - 5:00 p.m.
❖ Tampa Museum of Fine Art Reception .....	7:00 p.m. - 9:00 p.m.

#### Wednesday, June 6, 2001

Conference Registration Open .....	7:00 a.m. - 9:00 p.m.
Exhibitor Registration Open .....	7:00 a.m. - 12:00 noon
❖ Exhibits Hall Opens .....	8:00 a.m. - 7:00 p.m.
Special Operations Forces Cross Briefs .....	8:00 a.m. - 11:45 a.m.
❖ APBI Golf Tournament Bay Palms Golf Course .....	8:00 a.m. - 12:30 p.m.
Special Operations Forces Spouses Program with Luncheon Begins .....	9:00 a.m. - 2:00 p.m.
Cross Briefs Luncheon .....	11:45 a.m. - 1:00 p.m.
Cross Briefs and Escorted GO/FO Exhibit Hall Walk Thru ...	1:00 p.m. - 5:00 p.m.
❖ CEO Briefings (Classified) .....	1:00 p.m. - 3:30 p.m.
❖ Combined SOF Mess and APBI Social .....	6:30 p.m. - 7:30 p.m.
❖ Special Operations Forces Mess Night .....	7:30 p.m. - 10:30 p.m.

#### Thursday, June 7, 2001

Conference Registration Open .....	7:00 a.m. - 1:00 p.m.
Cross Briefs .....	9:00 a.m. - 5:00 p.m.
❖ Advance Planning Briefing to Industry Conference Begins ..	8:00 a.m. - 5:00 p.m.
❖ Advance Planning Briefing to Industry Luncheon .....	Noon
Exhibitor Dismantle .....	4:00 p.m. - 8:00 p.m.

❖ Indicates those events open to industry attendees